

PHILIP MORRIS U.S.A.**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: J. Zoler

FROM: A. Goldfarb

SUBJECT: Cambridge Availability: Charlotte

DATE: June 23, 1986

As discussed, the attached listing indicates accounts contacted in the Charlotte trading area (June 19). While distribution for Cambridge was only at the 46% level, it is important to note that this is in-line with the national distribution level for Chains, as was reported by Nancy Gurry (6/19/86).

As a follow-up I have reviewed those Chains that were not stocking the brand. It was found that in a number of these stores, the brand has been approved by Chain headquarters, however, they simply have not received forced shipments to date. Adjusting for this factor reveals an authorized distribution level of 77%, for those Chain accounts contacted.

Should you have any questions, please call.



AG/sl
cc: V. Buccellato
B. O'Brien

RECEIVED

JUN 24 1986

B. J. O'BRIEN

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DISTRIBUTION

<u>Name</u>	<u>Yes</u>	<u>No</u>	<u>Comments</u>
Kroger	X		AG Rack: 1 1/2 Shelves
Winn Dixie		X	Not Authorized
Revco	X		Pack Inventory Only
Eckerd		X	Brand Authorized
Harris Teeter	X		2 pkgs. only
Circle K	X		1 ctn. in stock
Winn Dixie		X	Not Authorized
Circle K	X		Must chg. old (full) price.
Bi-Lo		X	Not Authorized
Circle K		X	Brand Authorized
7 - 11	X		Store personnel did not know they had brand
Circle K		X	Brand Authorized
Food Lion		X	Brand Authorized (2 pkgs)

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